



**Request for City Council Committee Action  
From the Department of Health & Family Support**

**Date:** February 10, 2003  
**To:** HEALTH & HUMAN SERVICES COMMITTEE  
**Subject:** PRESENTATION: STATUS REPORT ON SKYWAY SENIOR CENTER

**Recommendation**

Receive and file background information.

**Previous Directives:**

During discussion at 1/23/03 HHS Meeting, Council Chair Johnson Lee requested update on Skyway Senior Center.

**Prepared or Submitted by:** Becky McIntosh, Director of Planning & Administration  
Phone: x2884

**Approved by:**

\_\_\_\_\_  
David S. Doth, Commissioner of Health & Family Support

**Presenters in Committee:** Ruth Kildow, Senior Citizen Ombudsman  
Melinda Ludwiczak, Coordinator, Skyway Senior Center  
Ken Dahl, Director of Community Initiatives

**Financial Impact** (Check those that apply)

☒ No financial impact - or - Action is within current department budget.  
(If checked, go directly to Background/Supporting Information)

**Background/Supporting Information Attached:**

Staff will provide a review of the Skyway Senior Center including: a review of its programs and services, an update on fund raising strategies in play, the budget status, and for discussion, a summary of foundations interested senior services.

# Memorandum

**Department of Health and Family Support  
Room 510 Public Service Center  
250 South Fourth Street  
Minneapolis, MN 55415-1384**

**To:** The Honorable Natalie Johnson Lee, Chair Health and Human Services Committee and  
Committee Members, Benson, Johnson, Lane, Lilligren and Zerby

**CC:** David Doth

**From:** Ken Dahl

**Date:** 02/18/03

**Re:** Staff Report: Skyway Senior Center

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At the January 23 Health and Human Services Committee, you asked for an update on the status of the Skyway Senior Center. Since most of you have been there on a number of occasions and are familiar with Center activities, these comments will be limited to the present financial status, our fund raising activities, and the partnership as we understand it.

## **Financial Status:**

At the present service level, the 2003 current operating budget for the Center is \$231,497. That includes substantial in-kind administrative support from the MDHFS staff, volunteers and a discounted license fee (rent) from Ryan. It does not include in-kind support from other City departments (City Attorney, Purchasing etc.). Actual cash needed to operate the Center this year will be \$142,000, or just under \$12,000 per month. The major line item categories are:

1 FTE Coordinator –wages and fringe benefits	\$64,000
License fee (rental/space costs)	\$27,000
Printing/Graphics (newsletter)	\$20,000
Other Operations (e.g. phones, ITS, supplies, refreshments, food, parking reimbursement for volunteers, educational programming)	\$31,000
Total Operating Cash needed:	\$142,000

The current balance available from the initial Target and NRP grants, fees for service, the holiday fund drive and grants from Minneapolis Public Housing and Wells Fargo will keep the Center solvent through May of this year.

## **Fund Raising Activities:**

As you know, MDHFS has an active surveillance system for finding appropriate government, local and national foundations grant opportunities that support MDHFS strategic directions and those of our many community partners. That process includes letters, telephone conversations with grant officers and personal visits when there is opportunity. In most instances with the Skyway Senior Center, we have been discouraged from applying. The two primary reasons have been 1) that seniors are not a foundation priority, and 2) that they do not fund government organizations. For those to whom we have submitted applications and been turned down, the same reasons were cited.

Most available grants are small, in the \$2,000 to \$10,000 range. Two grants are presently pending. They are \$3,000 requests to both the City of Lake Rotary Club, and the Downtown Rotary Club.

Shortly after the grand opening, an advisory committee for the Skyway Senior Center was organized, and more recently that group created a sub-committee known as Friends of the Skyway Senior Center. With the support from the City Attorney and some volunteer legal services, "Friends" is in the process of applying for 501(C) 3 status. They will be able to solicit funds on behalf of the Skyway Senior Center. However, getting all of the pieces in place will take some time.

### **The Partnership**

The initial partnership that launched the Center included a \$250,000 investment by Ryan to build and furnish the space. The City signed a five-year license agreement with Ryan to pay for a share of the occupancy costs. Ryan has calculated its discount on the space charges per year to be \$50,000, and the University of St. Thomas committed \$50,000 in technology support. The City's commitment, beyond the license fee (\$2,199 per month for 2003), was to fund the start up costs and to provide in-kind administrative support through our department, the finance department and the City Attorney's office. The in-kind support, particularly from the City Attorney's office in negotiating the License agreement, was substantial. Target came through with an initial check of \$50,000. Gail Dorn at the Target Foundation recognized the sustainability challenges for new organizations and encouraged us to come back.

Since last year, the Target Foundation has new staff. They have notified us in writing that they would not fund the Center. Foundation staff remained firm in this during follow-up conversations, although we have been offered the opportunity to work with Target's employee volunteer group. That is certainly appreciated, but we already have many great volunteers. The need is to support operating expenses.

As a start up organization, the Skyway Senior Center requires some time to get organized, become known in the funding community and to build its own fund raising capacity. Target support is critical.

### **How can you help?**

A couple of weeks ago David Doth wrote a letter to Target requesting that they reconsider. So far we have not heard back. A number of senior citizens and other supporters have also placed calls. Mayor Rybak's staff (David Fey and David Fellman) has been briefed. They have indicated that the Mayor is willing to contact Target, but we agreed that asking David Doth to make contact first made sense.

First, telephone calls or letters to Target from you will certainly be helpful. Ruth Kildow (3004) and I (2622) are available to work with you or any of your staff on the details.

Second, as you know foundations often grant some discretion to their directors, their boards and to grant officers. Personal connections are important, and this is where you can help. Following is a list of foundations that includes board members and officers. These foundations have included senior citizens as an area of interest. Any knowledge or strategic advice that you can share with us will be helpful as we move forward.

## Grantmakers noting an interest in Twin Cities Programs that Serve Senior Citizens or in Senior Centers

Source: Minnesota Council on Foundations

### **Fingerhut Family Foundation**

**Staff/Trustee:**

**Staff:** Donna Sherlock, consultant.

**Directors/trustees:** Eve Deikel; Beverly Deikel, director; Daniel Deikel; Ronald Fingerhut, president.

### **General Mills Community Action**

**Staff/Trustee:**

**Staff:** Ellen Goldberg Luger, director of the foundation; David Nasby, director, community affairs & vice president, General Mills Foundation; Chris Shea, president of the foundation; Cynthia Ann Thelen, coordinator, financial & administrative services; Jan Thon, administrative assistant.

**Directors/trustees:** S.R. Demeritt; Reatha Clark King, chair; S.S. Marshall; M.A. Peel; S.W. Sanger, chairman & ceo; A.P. Sullivan, Jr.; D.B. VanBenschoten; R.G. Viault.

### **Kopp Family Foundation**

**Staff/Trustee:**

**Staff:** Lindsey Ahlstrom, administrator.

**Directors/trustees:** Jim Berbee; Leroy Kopp; Barbara Kopp; Kristin Kopp Romeo.

### **Minneapolis Rotary Community Service Foundation**

**Staff/Trustee:**

**Staff:** Jodi Day, executive director; Susan A. Holton, assistant director.

**Directors/trustees:** Erick Ajax; Henry M. Baskerville Jr.; Jeff Cairns; Garfield Clark; Kathleen M. Fischer; Carol A. Fredrickson, president; Fred R. Friswold; John Goodwyne; James A. Gray; Bertram Greener; Lee Johnson; Jim Martin; Jim Martin; Lucy W. Mattson; Joe Ringer; Hugh K. Schilling; Vicki Turnquist.

### **The Jay and Rose Phillips Family Foundation**

**Staff/Trustee:**

**Staff:** Shari Burt, grants administrator; Patricia A. Cummings, executive director; Arlene M. Reed, secretary; Patrick J. Troska, program officer.

**Directors/trustees:** Paula Bernstein; William Bernstein; Erik Bernstein; Jack I. Levin; Suzan Levin; John Levin; Edward Jay Phillips; Rose Phillips, chair; Morton B. Phillips; Pauline Phillips; Jeanne Phillips.

### **The Riverway Foundation**

**Staff/Trustee:**

**Staff:** Shirley A. Moen, executive secretary.

**Directors/trustees:** H.M. Baskerville Jr., chair; Terry R. Becker; Laura Lee Becker.

### **The St. Paul Companies, The St. Paul Companies Inc. Foundation**

#### **Staff/Trustee:**

**Staff:** Deb L. Anderson, administrator; Andy Bessette, senior vice president & ceo; Thomas A. Bradley, treasurer; Jeanne Kavanaugh, manager, field operations; Debra Luther, assistant corporate secretary; Mike Newman, vice president of the foundation; Kurt Schwartzkopf, corporate secretary; Andrea Wood, corporate communications; Mary Pickard, president and executive director.

**Directors/trustees:** Karen Himle, director, vice chairman; Douglas Leatherdale, chairman; Mary Pickard, president and executive director.

### **Star Tribune Foundation & Corporation**

#### **Staff/Trustee:**

**Staff:** Sandra Fleitman, foundation coordinator; Marsha Milgrom, community affairs supervisor; Sally Nelson, director, communications & community affairs; Ben Taylor, senior vice president.

**Directors/trustees:** Garry R. Calhoun; Craig S. Eiter; Nancy P. Koo; Randy M. Lebedoff; John R. Schueler; Philip S. Sherburne; Robert J. Weil.

### **Turner Family Foundation**

#### **Staff/Trustee:**

**Directors/trustees:** Mary Turner Sullivan, chair; John G. Turner; Leslie Turner; John F. Turner; James G. Turner; Andrew W. Turner.

### **R. J. Walser Foundation**

#### **Staff/Trustee:**

**Staff:** Nancy W. Warner, foundation director.

**Directors/trustees:** Peter L. Hasselquist; Barbara A. Jerich; Kirk D. Kleekner; Dale E. Schneider; John L. Shimota; R. Jack Walser, chair; Paul M. Walser; Andrew E. Walser.